



CHRISTMAS
Contacts
1955



Eaton's Good Deed Club Christmas Theatre Party

Once more the Good Deeders thronged in—eighteen hundred of them—to fill the Metropolitan Theatre on Saturday morning, November 26. Our pictures above can show only some of the numerous smart “turns” the variety bill presented to the enthusiastic crowd. Left to right and down, the young artists shown are: Beverley Dunsmore School of Dancing group Linda Kooyman, Nancy Sydor, Sandra O’Shaughnessy, Brian Anderson, David Burgess and Wayne Kooyman. Margie Reid, song and dance; Carmine La Rosa, soloist (newly from Italy); Mildred Golding, soloist; Rayleen Giacomin, comedienne soloist; Jean Robertson, singing with choir; and another Dunsmore School group, Judy Sweetland, Joey Dougherty and Mildred Brunsel. Last picture is a glimpse of the audience. This event is eagerly enjoyed by a capacity audience each year, and by the many thousands in this and adjoining provinces who listen to the Good Deed broadcast—and it’s a show that this year, as ever, rates high marks from both lookers and listeners!

FIRST VISIT TO SANTA!—OUR FRONT COVER STORY . . .

Wonderment—and some touch of awe—are evident on the faces of young Cathie and Chris Sander as the camera caught them making close acquaintance with the Santa Claus they have heard so much about. Cathie and Chris are the children of Eatonian Charlie Sander, Construction Office, and grandchildren of George Lovell, General Office.

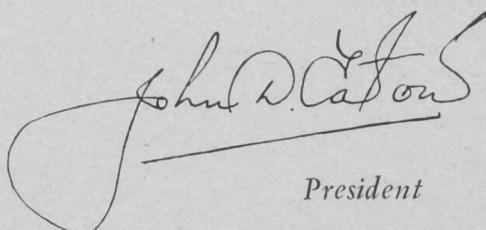
Our President's Christmas Message



The weeks that lead up to Christmas are particularly strenuous for those who work in a retail organization; but despite the stress of this busy time, the staff of Eaton's has once more shown a fine spirit of co-operation.

Your constant loyalty—both now and through the year—is always heart-warming and encouraging. Your efforts have been very much appreciated, and I want to thank you for the splendid way in which you have met the demands of the season.

And now, it is my sincere hope that you and yours may enjoy a full measure of all the good things the holidays can offer. I wish you a very Merry Christmas and a Happy, Glad New Year!



A large, handwritten signature in black ink, appearing to read "John D. Eaton". Below the signature, the word "President" is printed in a smaller, italicized font.

A Christmas Greeting From Our General Manager



At this, the happiest season of the year, may I once more express to each one of you my sincere thanks for the fine service you have given the Company. It has been an inspiration to see the spirit of co-operation and friendliness that has been so evident among the staff in this Golden Jubilee Year.

To you and to your families go my best wishes for a Merry Christmas, coupled with the hope that the coming year will be one of Good Health, Success and Happiness for each one of you.

A handwritten signature in cursive script, appearing to read "A.B. Lucker".

General Manager

Harry Clarke Feted on 45th Anniversary

All of Ontario born Harry Vincent Clarke's 45 years of service with Eaton's has been devoted to Supply (old 158 Department). Under Harry's leadership the boxes and bags multiplied and his long term in charge of the plant has seen it develop into a large factory with himself as manager. Now it supplies paper bags to all Eaton's organization coast to coast, and boxes for all the western division from the Lakehead to the Rockies.

Mrs. Clarke is former Eatonian Miss Rogers of the Photographic Workroom; son Robert is with Supply Stockroom, and Harry is a proud grandfather. Long motor trips and other travel have featured many of their holidays, but nowadays the Clarkes spend more time at their West Hawk Lake summer home.

To mark the anniversary, Mr. George Agnew presented the staff's gift of a set of film containers for Harry's movie camera outfit.



Two Mail Order Men Celebrate "40th"



LEONARD RINGROSE

Born at Birkenhead in Cheshire, England. Before too many years passed he came to Canada and 40 years ago, on November 13, became an Eatonian in M.O. Packing and Shipping. Time out was declared for him in both World Wars 1 and 2—first with the 27th Battalion, active overseas as corporal 2½ years; secondly, 3½ years with Canada's 37th Co. Veteran Guards. Mrs. Ringrose formerly worked in the M.O. Cash Cage.

In celebration of his long service, Mr. Ringrose was presented with a clock radio from the department; and from the girls on the floor, gifts of sportswear and other apparel. A general interest in sports has always given him occupation for his leisure time, he says—and may that radio add to his convenience and pleasure in keeping in touch with the sports news!



JOHN GIBSON

Native of York city, Yorkshire, England, Jack Gibson joined Eaton's on November 12, 1915, but shortly after was with the 3rd Canadian Division Ammunition Column on active overseas service. His years have all been with M.O. Women's Footwear, and Mrs. Gibson also was an Eatonian "in Footwear"—Miss Anna L. Sandin of the Children's Shoes. Two sons and a daughter, and two grandchildren, have added to their happiness.

Thursday evening, November 10, a department party was held in Mr. Gibson's honour at the St. Regis Hotel when he was presented with a car radio. Saturday morning he was the recipient of numerous personal gifts. Many kinds of sports gave Mr. Gibson active recreation formerly, but now, he tells us, he settles for fishing and curling.



John Sutherland Honoured on 35 Years with Eaton's

With a touch of broken service to begin, with Engineers Mr. Sutherland—known to his many Eaton friends as Joe—joined Eaton's Elevator staff 35 years ago November 9; after service from 1915 to 1919 with the 5th Canadian Mounted Rifles. Joe served in France and Belgium and was one of those hardest working non-coms, a lance-corporal (we mean that), and was wounded in action.

Born in Kildonan, Mr. Sutherland comes of a famous Manitoba family. Four children and three grandchildren make him a proud father and granddaddy. Joe is a member of the Manitoba Elevator and Hoist Board. His 35th anniversary was marked by the presentation of a Gladstone bag from the Elevator staff, Mr. Ted Grimes doing the honours.



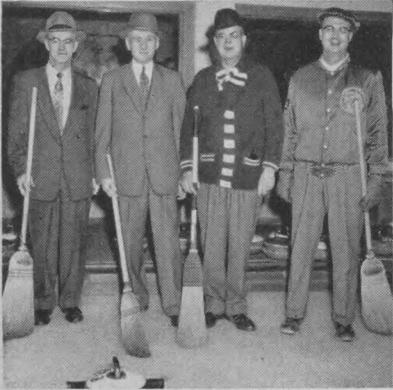


Fall Dance Again Highly Successful

November party sponsored by Assistants' Association draws almost a record number, for one of the most enthusiastic and enjoyable evenings yet!

The three ballrooms resounded with beautiful dance music, happy laughter, and occasional singing as many joined in vocally for popular numbers. Pretty party frocks added to the glamour, gay headgear adorned the dancers, and Eatonians and their guests had a really glorious evening. A few glimpses around the dance floors and the committees' reception suite are shown. Congratulations to the Assistants' committees and all those who helped them—and all those who came to the party to make it so happy. Congratulations, too, to the lucky couple shown in centre picture, above, standing with Mr. L. Waddell, Association president, at the microphone, and Mr. B. C. Sutherland who drew the ticket—television winner Mrs. V. Fotheringham and Mr. Fotheringham.

The Pride *of* **EATON** *Curlers*



Curling Rink Re-Opens with Artificial Ice and Smartly Modernized, Improved Facilities

'Twas a great time for the curlers—and the ice was no sooner laid than the rocks began to roll. However, official opening was held on Monday evening, November 14, preceded by a memorable comradely, enjoyable afternoon and evening reception on the Saturday. Still a few finishing touches for ultimate refinement, but these pictures give a good idea of the extra roominess and convenience the club now offers, consequent on making space in the basement for a commodious men's locker room and furnace room.

Top, we show the upstairs lounge and meeting room which has view-windows (along right side) for seeing play on the ice below. A glimpse of three of the sheets of ice is shown next, and the main floor coffee bar, lounge and "look-out" over the ice. Bottom right, the smoke room and lockers, etc., in the roomy basement.

Our other pictures show action on opening night: Mr. J. McKeag sent the first rock nicely into the outer ring; but that rock you see at Mr. Bruce Sutherland's feet, well in the centre ring, is Mr. McKeag's second shot — no skip could have asked for better opening play! Bottom group: Dave Mackie, Men's Curling Club president; Mr. McKeag, Mr. Sutherland and Doug McPherson of Recreational Activities.

The ice is being used just about full time and we will give the line-up of leagues, club and departmental, and more news of the Ladies' Club in next issue (first report from the Ladies' Club is given below). Meanwhile, as a salute to the rink and the clubs, here's a curling poem by Bob Wilson of the Jewellery Cutlery counter. All we can say is, Bob, "There's many a true word spoken in jest."

CURLING (Humph!)

By Bob Wilson

When winter's cold has settled in,
Canadians play a game
That came from Bonnie Scotland,
And Curling is its name.
It's founded on good fellowship,
Good sportsmanship, fair play;
And really is the only game—
Or so the curlers say!
A sheet of ice—and at each end
A set of rings is found;
On to this strip the players come
And shake hands all around.
A total of eight men there are—
That's four to either side.
There is no need for referee,
By rules they will abide.
A rock is thrown, and two men whisk
Until it comes to rest;
As game proceeds, the players seem
To sweep with much more zest.

The game's well on, and still quite close,
The skips begin to frown;
The Blacks have scored another one—
That leaves the Reds one down!
The last end now is coming up
And Black will have last shot;
The score now tied, the finish near,
The curlers grow quite hot.
The skip is coming down the ice,
Last rock is on its way;
To one side it can bring great joy,
To t'other side, dismay!
It stops right in the centre ring,
The "weight" was simply grand;
The losing skip calls "lovely shot"
And offers out his hand.
He pats the winner on the back,
And treats him like a duke,
Then turns unto his own teammates
And whispers, "What a fluke!"

EATON'S LADIES' CURLING CLUB NEWS

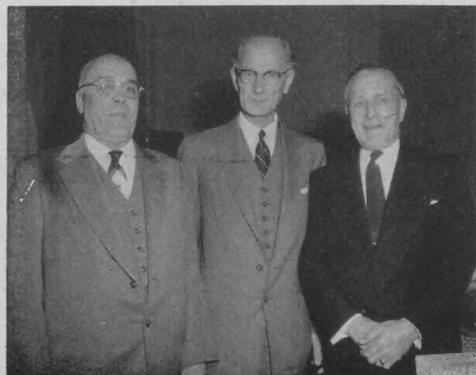
The ladies' curling is now at full swing, the preliminary aches and pains being left behind.

Four teams competed for the Provincial playdowns, the winners being Joe Lancaster, skip; Mae Pfeifer, third; Nettie Shulhan, sec-

ond; Ruby Fraser, lead. Congratulations and the best of luck in the Provincials!

Any girls interested in curling please get in touch with Mrs. Ruby Fraser, Employment Office, or Miss Ruth Hodgson, Drapery Department, Fifth Floor, Mail Order.

Mail Order Party Honours Two for Long Service



Mr. H. Clarke, Mr. A. H. Young, Mr. A. Harding

The chairman of the evening's party which honoured Mr. Harry Clarke (Bag and Box Factory, 45 years) and Mr. Arthur Harding (M.O. Hardwares, 40 years) on Friday, November 25, was Mr. A. H. Young; and he remarked that with these two gentlemen, Mr. A. Osborne, and himself (both almost 50 years), also Mr. E. Rogers (over 40), the head table that night represented 225 years' service for the Company.

He congratulated both men, remarking that Mr. Clarke had built a remarkably efficient production plant and always fulfilled his commitments; and that today in the Hardwares Mr. Harding was handling many more items than ever due to expanding markets such as power tools.

To Mr. Clarke, a gift was made of a power bench saw, and to Mr. Harding "Ancestral" dinnerware. The usual jolly sing-song, with Harold Price at the "ole pianner," wound up the celebration.

Mrs. J. D. Eaton Presents Eaton Agricultural Scholarship Award



Winner of the Eaton Agricultural Scholarship at the recent Toronto Winter Fair was Park Smiley Letts of Westlock, Alberta. The award gives Mr. Letts a four-year course at the agricultural college of his choice, including fees, board and room. The smiling Albertan here receives his award from Mrs. John David Eaton, wife of the Company president.

Other provincial winners received wrist watches from the Company as a souvenir of winning trips to the fair to compete; Gordon Barrie Stocks, of Roland, being the Manitoba provincial representative.

Advertising—Its Operation and Effect



John Bruce

Strictly-to-Schedule

First, in outlining the procedure of advertising from allotment request, to space allotment, and then on to the furnishing of merchandise and copy for it to the Advertising Department, Mr. Bruce emphasized the need for keeping up to schedule.

Numerous Stages

He then described the various stages—laying out the numerous pages to accommodate the various departments; putting art work and photography in hand in our art room, and at several art and engraving studios. Making of "plates" (engraved zinc cuts) from the finished photography and art work; furnishing the plates to the newspaper. When layouts are O.K., "ditto" copies of each are supplied to copy writers who write up or rewrite copy to fit, and also supply headlines to be made up on a special machine and photographed with the art work. Copy and layout sheets are supplied to newspapers where type is set up and first proofs dealt with.

Later, complete type-and-cut proofs are checked and O.K.'d and then each page is "matted" with special paper under great pressure. From this mat a metal stereotype is made in a matter of minutes, in a curved mould that fits the curve of the press cylinder. The same procedure applies to flyer printing.

How Does one Gauge Advertising's "Pull"?

From the practical side of production, the

assistants' Association on Monday evening, November 7, was addressed by Mr. John Bruce, Advertising manager, on the subject of Advertising—and dealing in particular with our massive program of daily newspaper advertising. Mr. Bruce, introduced by Mr. L. Waddell, is president of Winnipeg's Sales and Advertising Club for this year, in addition to his business title.

Brief mention of other forms of advertising—with a side-glance at an airplane-message episode in Toronto, when he was informed he was advertising "Eaton's For Sale, Monday" (luckily it was correct—Eaton's Big Sale, Monday)—and Mr. Bruce launched into his interesting talk on the Company's notable program of outstanding day-to-day advertising in the newspapers.

speaker went to the "formula" side—the theory and practice of preparing and writing advertising for greatest attention and response-action. In doing so, Mr. Bruce mentioned that several rules which definitely apply to individual advertisements, have to be waived in constructing "omnibus" ads (one full-page advertising that offers numerous lines of goods on each page).

The general principles remain, however—proper placement of illustrations, size and length of headlines, sub-heads and opening copy; the basic appeals such as comfort, love, self-interest, newness, sensory appeals—perfume, taste, feel, etc. "Tell the reader what benefits you are offering—give full information about it—say where, how, when!"

It's "Sanforized"

Humorous finale was provided when Mr. Bruce graphically illustrated what it could mean if our advertising didn't tell the truth or if merchandise was "under par"—by ripping his shirt collar, tearing out a sleeve, and finally displaying that unfortunate garment tattered and torn because it couldn't live up to specifications!

New member Mr. Reg Prynne, of M.O. Draperies, was introduced. The chairman thanked Mr. Bruce for an enlightening talk and then bade the group "au revoir" until the first meeting after the Christmas season.

News from the Five-Pin League — By Vera McCaw

This Bowler Made Our All-Time Record

Pearl needs no introduction to the old-timers in Eaton's Bowling League; and the record she achieved through the years will be of interest to all, we are sure!

One of the original members back in 1925, Pearl took an active part in the league until the past few years, and is still keenly interested in all its activities. She set a record for perfect attendance that should be an example to all of us by piling up **A Total of 1704 Consecutive Games!** Just think, all those without missing a single bowling night.

Stop and figure out how many weeks of bowling that entailed with three games a week—something like 568 weeks; and, when you consider we bowl on the average 30 games per season, almost 21 years!

After she had bowled 1080 games (in about 13 years) Eaton's bowling League presented her with an engraved pin. When she had amassed the 1704 total Gibson Alleys presented her with an engraved compact. She continued to bowl after this but the grand total is not available. When George Robinson was president some 14 or 15 years ago, Pearl was made a Life Member of the Eaton Mixed Bowling League.

While reminiscing on this our 30th year, we of the bowling league would like to say "Hats off to you, Pearl, for this fine performance!"



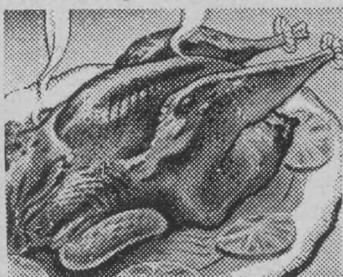
Mrs. Pearl Swatland
(nee Harper)

First Series Winners and Records To-Date

1st Series' Winners	Women's High Game	Women's High Three	Men's High Game	Men's High Three	Team High Game	Team High Three	Women's High Average	Men's High Average
Div. 1 No Blows	T. Kimak (Outlaws) 411	M. Beer (Jokers) 912	A. Farquhar (Jokers) 463	W. Adamson (Skippers) 990	No Blows 1295	No Blows 3278	T. Kimak (Outlaws) 204	J. Green (No Blows) 222
Div. 2 Scotties	S. Hawkins (Buffalors) 325	S. Hawkins (Buffalors) 852	H. McDiarmid (Whispers) 363	A. Wright (Milwrights) 824	Millwrights 1241	Millwrights 3391	S. Hawkins (Buffalors) 211	C. Napier (Five-Spots) 219
Div. 3 Zippers	J. Fairhall (Dandies) 366	J. Fairhall (Dandies) 865	S. Houston (Merrimacs) 354	S. Houston (Merrimacs) 863	Dandies 1167	Dandies 3165	G. Morris (Merrimacs) 193	G. Huntington (Zippers) 220
Div. 4 Wh'winds	E. Bowyer (Alley Byes) 359	J. Beech (Ramblers) 933	M. McKenzie (W-Niners) 392	M. McKenzie (W-Niners) 903	Alley Byes 1245	Alley Byes 3267	D. Monchak (Wiggetts) 212	A. Thauberger (W-Niners) 217
Div. 5 Minx	D. Heiland (Gremlins) 355	A. Fast (Blazers) 805	J. Stancove (Drivers) 408	W. Richards (Kit Kats) 868	Gremlins 1179	Gremlins 3281	P. Mattson (Gremlins) 199	J. Stewart (Blazers) 200
Div. 6 Wise Ones	C. Forrester (Wise Ones) 358	C. Munro (Phantoms) 776	B. McAlpine (Sirloins) 338	F. Taylor (Dodgers) 891	Phantoms 1128	Leafs 2762	W. Bell (T'knits) 176	D. Olford (Whiz Bangs) 197

Divisions One, Two and Three had to be decided by total pins on account of draws in total games won.

Plump Turkeys for These Winners in the "Turkey Shoot"



Women	Men
W. Crowston 379	J. Barker 287
O. Halowaty 344	F. Miller 249
L. Devos 335	M. McKenzie 392
L. Crozier 330	R. Clarke 389
D. Pankhurst 311	A. Savage 263
J. Benvie 310	M. Larecombe 348
V. Armstrong 308	W. Richards 340
F. Allison 307	L. Domanski 329
J. Fairhall 305	R. Mark 309
K. Kimak 302	N. Hawkhead (Tie) 307
G. Keene 301	D. McColl (Tie) 307
B. Dancer 293	S. Houston 306
E. Mounk 290	B. Liver 297
H. Ashworth 286	B. Maskell 279
D. Martin 284	H. Repeta 278
C. Munroe 274	

SEASON'S GREETINGS to you and yours from your President, Executive, Scorekeepers and this reporter. Have a joyous holiday, and may the glow of fellowship and good will carry its warmth right through the coming year.

As we close this page we are sorry to hear of our esteemed Past President Dave Mackie being hospitalized. We are all pulling for a short stay there—plus a speedy recovery and return, Dave!

"Most Important Link in the Business"

Mr. Walter Rawcliffe, Eaton's General Merchandise Office, Talks on SALESMANSHIP



Company sales manager of electrical appliances, radios and television sets, Mr. Rawcliffe spoke to two groups of Winnipeg salesmen — Friday, November 18, to the Major Appliances, Plumbing, etc., groups, and Monday, November 21, to the Home Furnishings groups. He was introduced by Mr. Dale Stewart, merchandise manager of Major Appliance groups, and his subject was "Practical Ways of Getting Business." We feel this synopsis of his talk will be of benefit to many of our salespeople.

Key Position Is Salesman's

We must realize, said the speaker, that the salesman is the most important link in the chain of business from factory to customer. Experience has shown that in general the Winnipeg and Western Stores have achieved and maintained a notably high level of selling ability in the staff. He brought a message from the principal buyers and merchandise co-ordinator: "Regards to the west; tell the salesmen we appreciate their work and they are important to us."

Starting Over on Training

It took a while, said Mr. Rawcliffe, but when wartime shortages gradually gave way to sufficiency, and now to surplus production, many men who had been good salesmen, and many young men who had never faced hard selling, had to learn or re-learn the rules and practice of really "selling," and not just accepting orders to fill "if and when." With 700 men in our appliance group, for instance, it again became very important for each man to sell an extra unit per day or per week—for in total that means extra thousands per year. Bigger markets demand more merchandise—Eaton's get better "buys" the bigger their orders—but we must sell more to be in a position to buy more!

In radio-television, the field has opened up tremendously, but we must still regard it as a market to work for and all try to sell that extra unit. Coming up, by the way, is the 25th anniversary of the brand name "Viking" in Eaton radio—introduced by Mr. L. V. Salton—and it has been a quarter-century marked by excellent co-operation from the producers and our buyers and salesmen all through the organization—and successful in that the goods and the name stand higher today and on more lines than ever!

Helps for the Salesmen

Salesmen must be told more in order to tell more and to tell it better, said Mr. Rawcliffe. And to this end splendid manuals and booklets of our products are being prepared from which they can learn and prepare effective selling methods. The outlook is all geared to the view shared by all buyers and top executives—that the focal point of selling is on the floor and in the calls at the home.

Showmanship Is Necessary—and Helpful

The salesman must learn to give a "flair" or touch of the dramatic to his presentation of the goods—to talk benefits rather than price, quality rather than mechanical details; because people buy not just to fill needs but to satisfy wants—and some of the best sales are made in satisfying that "I want it" urge which caters to the customers' feeling of pride and prestige.

Satisfaction—The Eaton Guarantee

Never let up, said the speaker, on your assurance of satisfaction on purchases from Eaton's; that they can depend on the Company to see that they are looked after under

any circumstances. In goods that are bought for service over the years, this confidence in the seller is very important. Let us never forget that while most people know Eaton's well enough to rank them "tops" in that field, we never lose by bringing the fact to their attention together with the quality and value of our offerings.

Get That Name and Address

or the name and telephone number! There, said the speaker, is that vital spot in a sales story that is often neglected—it is one of the essential differences in the salesman who ranks top and those who rank medium or lower in results! It may be that for one or more good reasons the prospect demands or needs time to consider or talk it over; but if you let him or her get away with a vague promise—and without having the name and house or phone number for that very important reminder or follow-up, chances are it's a lost opportunity.

Importance of Friendliness

Why do many small shopkeepers or dealers stay in business for so long, and so happily? Not because they buy big and can cut prices, not because they can get along by doing a moderate amount of business at maximum prices (many maintain astonishingly high price ranges)—but because they have friends! They—and perhaps their fathers before them—have given good attention and sound consideration to friends' needs and followed up their sales with service.

Fine display, excellent and convincing advertising, quality of goods and value—all these are at the hazard of the salesman on the floor. He must make the customer feel important, must give attention, courtesy, and avoid arguments; must express assurance and arouse inspiration and enthusiasm for possession of the merchandise; must back sales with service, friendly interest, and thanks for getting the business . . . in short, must give in order to get!

Closing the Sale

This was the theme of Mr. Rawcliffe's summing-up, and was impressed on the meetings by a film demonstration in which two widely-known sales-makers demonstrated how to "Button the Sale with Benefits"; "Lock the Sale with Key Benefits"; "Rivet the Sale Closed with Visual Yawn-Preventers"; "Ask for the Order with Fear-Free Frankness," and "Seal the Sale Closed." From beginning to end, "Always Be Closing the Sale!"



Special Visit to Santa

One morning, bright and early, before the many other young visitors to Santa Claus were thronging the aisles, these four young friends had a special reception arranged for them by our Public Relations Department. They are recovering at hospitals from polio paralysis and are out of their iron lungs for some hours each day now, so they were able to be brought to see Santa "at home" here and have a personal talk with him.

Santa, who visits the hospitals while with Eaton's, remembered meeting one of these boys in the hospital, and the boy remembered him! From left to right, they are: Edwin Flanders, Raymond Sandford, Raymond Mazur and David Stein. We all hope that another Christmas will find them not only out of the iron lungs, but also out of those chairs for many Happy New Years ahead!

Eatonian's Son Wins an Eaton Bursary in Music

Lawrence Jones, son of Lloyd Jones, Furniture Department, was one of the two winners of the Eaton bursaries in the Department of Music at the University of Manitoba.

Valued at \$100 each, the bursaries are open to all scholars in Manitoba and were awarded for the first time this year. The other winner was Thomas Stevenson, a pupil at the Indian Residential School at Birtle, Manitoba, and believed to be the first Indian to take up the piano as a career.



SUGGESTION AWARDS

In time to help in Christmas Shopping were these awards to Eatonians whose thinking was rewarded by the Suggestion Committee since we last reported. For Suggestion Accepted:

Mrs. M. Frederickson, Drugs.....\$25.00

and for **Constructive Thinking:**

Miss C. Pacey, Staff Training.....\$25.00

Mrs. Pauline Waites, Electricals.....25.00

Mr. A. S. Carter,

M.O. Sporting Goods.....5.00

Miss I. Morris, Stock Audit.....5.00

THINK! Is there a better way to do it?
USE THAT SUGGESTION BOX NOW!

LONG-SERVICE ANNIVERSARIES

December 15 - January 15

TWENTY-FIVE YEARS

L. W. MANN, Basement Meats.....Dec. 29

T. MONEY, Sausage Workroom.....Jan. 2

MISS H. EGGERSTON,

M.O. SalesroomJan. 6

MRS. M. I. FREDERICKSON,

DrugsJan. 10

M. T. HEIDRICK,

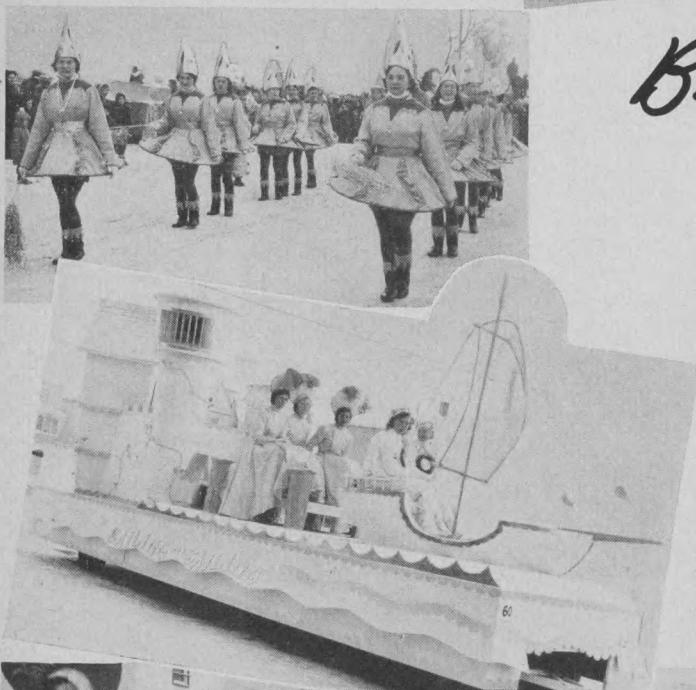
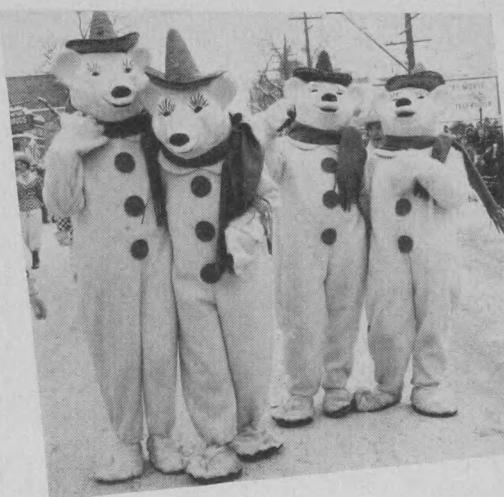
Grill Room Bakeshop.....Jan. 12

Santa Arrived to a "White Christmas" Setting

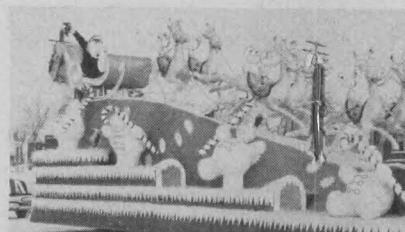
It was a real Winnipeg winter scene that greeted the "Jolly Old Elf" when he arrived for this season's visit to Eaton's. A generous (to say a kind word) fall of snow had come early, and although the wind that morning was a trifle penetrating, the temperature was not at all severe, and his friends lined the route in their many, thousands as usual. Pictures over-leaf.

Once again we marvelled at the great organizing job done by the various staffs—Display in planning and designing and costume-making; Carpenters, Electricians, Painters and others in producing the floats and "walking gadgets"; Caretaking and Garage in getting and keeping the things moving; the Public Relations Department in lining up hundreds in the parade, and Catering staff in looking after them when the parade is over. Also, of course, the City police, transit and other departments who work with the Company on this great day! A great job, done in the Eaton manner!

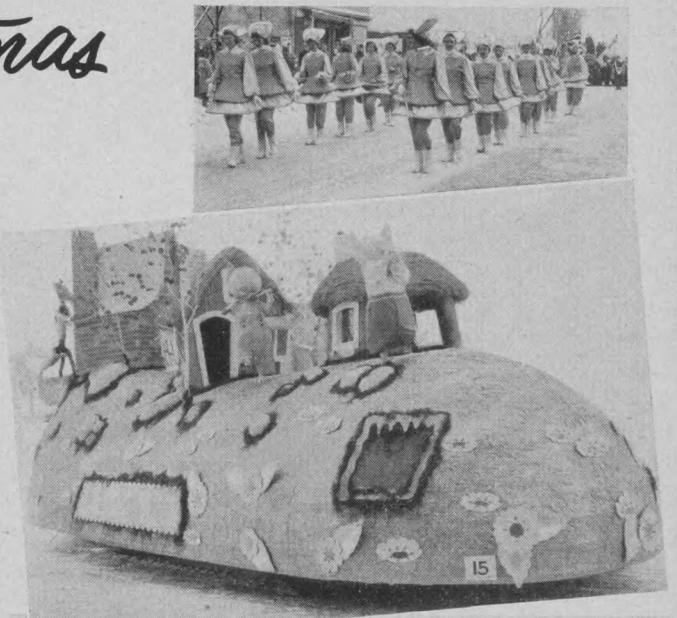
And — just a footnote — if you don't know how eager the young people were to get in the parade, Mr. T. Godwin, Men's Hats, reported to us last August 3 a young lady had been in to find the place to apply for a part in the parade this November.



Bright "White"
FOR SA



"White" Christmas SANTA !





Left to right and down: Mrs. V. Burack, Mr. G. W. Douglas, Mr. J. Allan, Miss A. McDivitt, Mr. H. E. Wellard, Mr. J. Murphy, Miss L. H. Prince, Mr. H. Crawford.

Welcome to the Quarter Century Club

HAROLD ERNEST WELLARD

Undoubtedly Mr. Wellard would agree heartily if we said that the city of his birth is the world's biggest and best, so we'll say it—London, England! All his 25-year service has been with our General Office, and his anniversary was reached November 11.

Married, he has two children, Vera and David, and is already twice a granddaddy. (That lets him into our club of those never at a loss for somebody to talk about!) Fond

of curling, and his long-vacation plans are for a spring trip to Florida, returning up the east coast and seeing that rather large American city, New York.

From the General Office staff Harold was presented with a wrist watch on his anniversary; and on the evening of Saturday, November 12, he was "surprised" at his home by a jolly party of Claims Section colleagues and past members of that section, when he was the recipient of a travel "Car-pak."

MISS AGNES McDIVITT

"On the Bonnie Banks of Clyde" at Glasgow, Scotland, is the birthplace of this popular member of the staff of our Drug Department. Agnes joined her present department 12 years ago after a little longer than that with the City Inspectors—her anniversary being on November 11. She was one of the honoured guests at a department party this summer when three staff members were saluted for long service.

A wide interest in reading — really good reading, that is—and an equally interesting hobby, collecting bric-a-brac, while away her spare time. For her anniversary Miss McDivitt was presented with a gift certificate from her associates amid congratulations and best wishes for many more happy years with the Company.

JOHN MURPHY

Seven years in distant lands with the Royal Inniskilling Fusiliers of His Majesty's regular forces was part of John's history before he came to Canada and Eaton's. Born in Maranlin, County Down, he put in most of his seven-year enlistment in India and Iraq. Fourteen years in the Receiving Department has been followed by 11 in Household Linens — with time out of the latter for two years as warrant officer second class with Winnipeg Grenadiers on Pacific (Aleutians) duty in World War 2. Mrs. Murphy (Ethel Viola Fair) worked in M.O. Copying. They have sons John David and George, daughters Sharon and Lorraine.

Mr. Murphy's anniversary was November 8, and somebody must have guessed right, for John was delighted with his colleagues' gift of a sporting rifle. (Not used yet, said he to the Editor's query, too much snow and drift.) However, who's for venison when he gets going? Good luck, John!

For their long vacation the Murphy's plan to make it a real "summer off" at their Grand Marais cottage.

JAMES ALLAN

Born in Winnipeg, and growing up here, Jim Allan didn't travel as far as many of our quarter-century folk to join up with the Company! Twenty-five years with Women's Footwear cover his service—with 3½ years out for R.C.A.F. war service, ranking corporal. Away before that Jim put in some time in the Great War also with the Royal Flying Corps and Royal Air Force.

Married and has children Geraldine, Jacqueline, Terry and Lois living. Also two grandsons and a granddaughter. A soccer player in his youth, Jim likes to have the odd fishing week-end in season, a bit of bowling in winter, and is interested in sports generally. His quarter-century trip was a lovely one, by car with Mrs. Allan, across U.S.A. to Edmonton, Jasper, Banff and Calgary, accompanied by a daughter and her fiance.

For his anniversary, November 17, Jim was presented with the lovely T.V. chair he is shown admiring, and in his honour a happy party was held at the home of Mr. J. Gargett where those present added to Mr. Allan's quarter-century celebration with a few novelty gifts.

MISS LILLIAN HILDA PRINCE

A "North Country lass" we believe is what this Eatonian would be called "over there," as she was born at Horbury in Yorkshire. However, from early years she has been in Canada—and with Eaton's—starting 25 years ago on November 20. Five years with City Inspectors, another five with Budget Plan, and the remainder has been with Drapery. "I think The T. Eaton Company is a splendid organization," says Miss Prince, "and I enjoy working in their Drapery Department."

On Tuesday, November 22, the Drapery Department and Workroom held a party in Miss Prince's honour at the Marlborough Hotel, over 65 guests sitting down to dinner, including some former members of the department group. Mr. H. Pilling presided and ably kept

things moving, with sing-songs and goodwill. After paying his own tribute to the guest of honour, he called on Mr. H. W. Cooper to make the presentation on behalf of those present.

Mr. Cooper reviewed Miss Prince's career with the Company, stressing her qualities of loyalty and enthusiasm and her outstanding contribution to the department. He then presented the gift of a pendant necklace. Mr. F. Carpenter, retired Merchandise manager of House Furnishings, added his thanks and congratulations to Miss Prince, and best wishes for the future. An evening of music and dancing was then enjoyed—and the party voted the best in a long time!

A trip to Britain and the Continent next summer is what Lillian plans for her long vacation. May she enjoy it to the full!

GEORGE W. DOUGLAS

November, 1930, must have been a "vintage" year in the way of our getting new Eatonians from the great county of England—for here is another Yorkshireman from Sheffield who came to us on November 26 that year!

Fourteen years with C.O.D. Cashiers was George's first stint, followed by a year with Life Assurance and the last six with Carpets, etc. George saw two years' service in World War 1 with tank corps and as an R.A.F. pilot, and four years in World War 2 as a supervisor of Y.M.C.A. war services.

Married, has a son and married daughter and six grandchildren! His recreational and avocational list is a big one—likes golf and fishing, but music can safely be called his first choice. As a baritone soloist he won the Manitoba Festival Rose Bowl, 1929; has been a choirmaster over 20 years, conducted Eaton's choral society and Masquers' choir.

For his quarter-century holiday, plans a trip by air to England next spring. For this the department's gift of a "two-suiter" Gladstone bag should prove very useful. The gift was "topped" by a turkey dinner party Saturday, November 26, with George as guest of honour, when over 70 were present at the Paddock. Dancing followed to complete what everybody voted was a delightful party! Happy landings next summer the Douglases!

MRS. VERA BURACK

For a brief year and a half before her marriage Vera worked in M.O. Copying back in '15. Widowed in 1930, she rejoined the Company in 1930 and has been with the books and stationery—latterly specializing in Book Club work—for all her quarter-century. Vera finds recreational and spare-time interest in needlework, membership in St. John's United Church, books and, too, likes the outdoor exercise and excitement of fishing and hunting. Her anniversary was November 27.

In her honour a department reception and dinner was held Tuesday, November 22, at the St. Charles Hotel, with Mr. R. Monteith as chairman. Mr. S. Florence, manager, paid sincere tribute to Vera's good work, and thanked her for it. He then presented the department's gift of a wrist watch. Music and dancing, and solos by Joan Cameron, filled out a most enjoyable evening.

HAROLD C. CRAWFORD

Native son of Winnipeg, Harold Crawford became an Eatonian on November 17 of 1930. His wide experience since includes seven years with Dispatch Carriers, four with Shopping Card Assembly and Shipping, over six with Stoves and Plumbing. For over three years he was in charge of the Company's Heavy Goods Depot at Yorkton, and now is back in the "Big Store" with the Electric and Gas Ranges.

With the Canadian army for four years in World War II, Harold was overseas in England and then the Aleutians as a Winnipeg Grenadier, attaining the rank of regimental quartermaster-sergeant.

(Continued Next Page)

Welcome to the Quarter Century Club

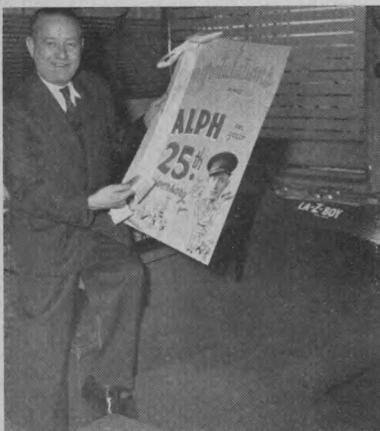
(Continued from Page Seventeen)

RALPH MANLEY SPICER

Born at Pasqua, Saskatchewan, Mr. Spicer became an Eatonian on the 1st of December 25 years ago. Service with Radio and Music, Pianos and Organs Department absorbed his first 20 years. Electric Refrigerators and Service, of which departments, and also Electric and Gas Ranges, he is now department manager, account for the rest. During World War II he was for a time Lieutenant Spicer of the R.C.C. Signals.

To help him celebrate his anniversary friends from his present and past departments held a dinner at Moore's in his honour on Tuesday, November 29, when about 40 were present. The chairman, Mr. C. K. Major, manager, presented Ralph with a "Snorkel" pen and pencil on their behalf. This was followed by an evening at Jack's with about 120 present. On his anniversary, Mr. Spicer received his many friends, and was the recipient of a La-Z-Boy lounge chair and footstool from his department colleagues.

Married, with one son—John H.—now district engineer, C.N.R., Edmonton; Mr. Spicer likes reading, cards, fishing and boating. For the anniversary vacation, present plans are for a motor tour—say to California!



when friends old and new flocked to congratulate Vic

VICTOR M. GARBUTT

Also celebrating his quarter-century on Thursday, December 1, was Mr. Garbutt of Store Sporting Goods. His service history with the Company reads: 12 years with Dispatch and all the rest with his present department. From that there were three and a half years' service with Air Force as sergeant. A married man, Mr. Garbutt is a member of the Eaton curling and ski clubs, and says he's interested in fishing—which we take to mean he gets away fishing whenever he can!

On the Wednesday night preceding his Thursday anniversary, staff members of his department and their wives held a jolly party in his honour at the St. Vital Hotel. Mrs. Garbutt was presented with flowers and the guest of honour with a handsome modern table lamp. Thursday was a day and wish him many happy Eaton years!

Happy Retirement, Cy!

GEORGE CECIL SYMONDS (known to his legion of Eaton friends as "Cy") left us on Saturday, November 26, to enjoy his retirement. In Canada since 1907, Cy had worked for the Company 11 years in the Salvage (Supply). Mr. J. Hutchinson conveyed thanks and best wishes from all his Eaton friends on his retirement, and the gift of a blanket and currency was made for the department by Mr. George Poole. Our picture shows Mr. Symonds (right) and Mr. Poole (left).

Friends in City Packing and Route-marking, through Mr. J. Johnstone, also presented Cy with auto chains and radiator cover; and personal gifts were added. We all wish Mr. Symonds future health and happiness at Binscarth (where, he says, drop in if you're travelling near there any time!).



HAROLD CRAWFORD

(Continued from Page Seventeen)

Married to the former Dorothy Snell of M.O. Assembly, Harold has a girl of 4½ years, Valerie Jean. Interested in Masonic work, curling and golfing, and in Yorkton he was a member of Rotary and the Board of Trade.

The Crawfords holidayed for their quarter-century this spring—a glorious car trip to Vancouver to visit Mr. Crawford, senior; over to Victoria, back to Seattle by boat and then by car again to Sacramento, Cal., visiting Mrs. Crawford's sister. Then on to Los Angeles and Hollywood; back through Yosemite Park, Reno, etc., to Canada. "Enjoyed every minute," says he!

For his anniversary, his colleagues presented Mr. Crawford with a power bench saw outfit, so we figure even television will have serious competition in his spare time! Happy hobby, Harold.

How About Making Up a Curling Party?

We were sending over our late news when the notice board caught our eye, and to make the matter better known we print it here:

The Eaton Club Curling Rink Ice and Club-rooms are available for department and inter-department games and parties Saturday Nights. Fee for use of these facilities, starting at 7:30 p.m., \$25.00. Any catering arrangements must be made with the caterer.

For dates, see any of the following: Jack McKay, Fire Protection Office, or Doug McPherson, Employment Office, both on the Second Floor, Store; Mr. A. Ferguson at the rink (telephone 4-7533) or Hugh Caldwell, Sales Audit, Eighth Floor, Store.

Departmental News from the Store

BASEMENT STORE

Foodateria—By Ruth Berg

Adeline Lauk left November 5 to be married to Johnny Himbeault. Mr. A. Carr, department manager, presented Addie with a lovely pair of blankets from the department. At a shower held at Chan's in her honour Addie was the recipient of a lovely chenille bedspread and linen.

Lorraine Lariviere left November 23 to be married to Brian Dandurand. Mr. A. Carr presented our gifts of an electric bedroom clock, blankets and an electric kettle. At a shower held in her honour at the Chocolate Shop, Lorraine received a pop-up toaster, steam iron and linen.

Congratulations and best wishes to these newlyweds.

We hope Olga Holyk is feeling better and that she will be back with us before long.

Blouses, Sweaters, etc.—By M. McCance

Two new diamonds flashing here—Pauline Singh, Drug Counter, from Rae Daniels; and Joan Tuck, Hardware, from Allard Hupe. Congratulations!

Glad to have Vera McGurry back in our Neckwear after her appendectomy.

* * *

MAIN FLOOR

Men's Made-to-Measure Shop

Our Mr. W. E. Workman, together with retired Eatonian Finlay Tease, journeyed with the Khartum Shrine Patrol to the recent East-West Shrine football classic. The plane with Shrine Potentate and his Divan (Shrine executive) and the Patrol to the number of over 50, left Winnipeg just before 4 o'clock Saturday morning, arrived at Toronto about 8, started back about 12 at night, Saturday, and arrived back in Winnipeg about 4 o'clock. Some hustling!

The visit? A grand day in celebration, but quite on the wet side as the men were in the drizzly parade about two hours and the game was played out in a real rain. However, say these two Eatonian Shriners, nice to have been able to do one's bit in this worthwhile effort to help the Shrine hospitals and start another event that should help sports relations between East and West in friendly rivalry.

Men's Furnishings—By E. Johnston

Congratulations—and salaams—to Bert Collins, elected vice-president of Khartum Temple Shrine drum-and-bugle corps.

Welcome back to June LaFleur, our charming girl with a charming name. June recently had an appendix operation.

A big "hello" to Billy Russell who retired some five years ago after 49 years' service. Spry as ever, Billy is up here visiting and has come in to help us during the Christmas rush. His permanent home now is Toronto, but Billy says he can't keep away from the west.

Notions—By V. Gillespie

Congratulations to Audrey Marchant on receiving her engagement diamond. The very lucky man is Bruce Grant.

Drugs—By C. O'Kelly

We are glad to have Terry Bennett (Toiletries) back with us after her illness. Report has it she is "rainin' to go." Bill Scott (Filling Room) also is feeling better after a rather serious attack of 'flu.'

It is good news indeed to hear that Dick Murray will be home with his family for Christmas. Dick has been having a long siege, but is a very good patient we are told.

Another engagement in the department. This time Beverley Bella (Toiletries counter) is the girl with shining eyes and ring. Congratulations.

Congratulations to Agnes McDivitt on becoming a member of Eaton's Quarter-Century Club November 11.

Books and Stationery—By M. C.-Lawton

At Store closing on November 12 Mr. M. E. Freeman presented to Sadie Andrews a dinner cloth and matching serviettes with all best wishes for future happiness from her fellow workers. Sadie was married on Saturday, November 19, to George Benderski.

That was a grand party for Vera Burack's "25th." About 80 people attended and from the reception at 6:30 right through the turkey dinner, with music, solos and dancing, the evening passed in one dizzy whirl. This affair was under the chairmanship of Ray Monteith and was voted one of our outstanding get-togethers.

On Saturday, November 26, Vera was kept busy receiving callers and accepting tokens of their esteem. From the amount of "loot" she collected we would say there was much of that esteem. It was a grand day for a grand girl!

We were sorry to hear that Miss Jean MacKenzie (Books, retired) was seriously injured in an auto accident and will be in the hospital for some time.

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SECOND FLOOR

Fire Protection—By J. McKay

Sympathy of all our department and of his many friends in Eaton's to Mr. Bob McCalmon and family in the loss of his wife.

* * *

THIRD FLOOR

Meats—By Hilda Mensforth

Congratulations to Mr. and Mrs. Keith McAdam on the arrival of a son, 9 lb. 8 oz., Douglas Gordon Henry—a brother for Brian—November 19.

Also to Mr. and Mrs. Claus Kruger on the birth of a 9-lb. daughter, Petra, November 14. Born in Hamburg, Germany.

Also to Mrs. Nan Anderson on the arrival of her first grandchild, Larry Wayne. Mrs. Carlson, the mother, was formerly Lorain Anderson of General Office.

* * *

FOURTH FLOOR

Beauty Shop—By S. Proctor

Our deepest sympathy goes out to Mrs. Jean Sturgeoff in the passing of her father-in-law in Saskatoon. The funeral was held in Kamsack, Sask., November 18.

* * *

FIFTH FLOOR

Boys' Clothing—By E. Craig

Miss Irene Eilmes, of Boys' Clothing Office, was married Thursday, December 1, to Mr. R. Martin of Churchill, Manitoba.

The girls of the department held a luncheon in her honour on Wednesday, November 23, at Moore's and Irene was presented with a gift of linens. On leaving the department Saturday to be married, she received an electric frying pan from the staff.

We all join in wishing Irene the best of health and happiness in her married life.

* * *

SIXTH FLOOR

General Office

On November 9 we bade good-bye to Arlene McCormick when she left for Vernon, B.C., to become the bride of Ronald Heindl. On behalf of the department Mr. G. M. Bell made a presentation of an electric iron and a blanket. Best wishes!

The wedding of Mary Jane Adair and Levere Thompson took place at Treherne United Church, Treherne, Manitoba, on November 19. Mary Jane was presented with an electric fry pan along with best wishes from the staff.

On their recent departures, Mrs. Jean Pepin received a gift of china and Mrs. Peggy Phillips gloves. We wish them both the best of good fortune.

Forbes Grassick is off to the "land of palms" again. Plans to spend Christmas Day in St. Petersburg, Florida.

Congratulations to Harvey Wellard on joining the Quarter-Century Club.

Carpets—By Gladys McLean

We are very happy to announce the arrival of John Fraser Patterson on November 28, a brother for Billy, Rickey and Gary. Congratulations to Mr. and Mrs. Bill Patterson. Congratulations to Mr. George Douglas who celebrated his 25 years with the Company on November 26.

Sorry to report Bob McDowell away ill from our Workroom. Hope you will soon be well again, Bob.

Glad to see Peter Buck back on the job again.

Welcome to those who have joined our staff lately.

* * *

EIGHTH FLOOR

Sales Audit and C.O.D. Office—By Pat Giles

Congratulations to Lola Lachance who received a beautiful diamond from John Macpherson.

Congratulations to Mr. and Mrs. Jim Berry (nee Joan Webster) on the birth of a baby girl.

Welcome back to Louella Funk after her recent illness.

Sorry to report that Pat Dick is still on the sick list. Hope to see you back soon, Pat.

We extend our deepest sympathy to Mrs. Elsie Bracegirdle on the loss of her aunt.

Women's Garment Alterations—By H. Sawka

Glad to see Mrs. Zinser back with us following her recent illness.

Sorry to hear Miss Agnes Kroeker is away ill. Hope to see you back with us soon, Agnes.

Provision Order Board—By Anne Atkin

'Twas a happy day Saturday, November 12, for Edythe Course who celebrated her 30th anniversary with the Company. The department presented Edythe with a figurine, and she also received many personal gifts from friends and associates. Congratulations!

Nice to see Mrs. Ball back at work. Hope you'll soon be feeling "tops" Grace.

Heard from Maggie McGregor the other day—still hopping around on her cast and hoping to lose it within a few weeks.

Sorry to hear Mrs. Johnson's son had a serious car accident. We all wish him a speedy recovery.

Deepest sympathy to Flora Morris on the loss of her sister-in-law.

D.A. Office—By E. Hammond and P. Wasaty

On October 20 we said good-bye to Pat Caplette. The office staff gave her a sweater and lingerie as a parting gift. Good luck, Pat!

We are very sorry that Laura Johnson is in the St. Boniface Sanatorium and wish her a speedy recovery. We hope to see you back real soon, Laura.

Pat Gibson had the misfortune of breaking her collarbone in a car accident recently. However, glad to hear she will be back with us very soon.

* * *

CARPENTERS

By George Smook

Regret missing last issue—but here we are again!

We're now 100% life-insured, but can't say the same about temporary illness! Messrs. Stuart, Murray, Rogers and Dyck have been recent victims.

Those bright flashes in the shop are not flash bulbs—just Mike Korall smiling! Now that fishing season is over, no more arguments as to who caught the biggest.

Jim Stuart, the Carpenters' Ed Sullivan, gave out with that hard-to-get smile when he looked at the notice board the other morning and found an interesting article on "educating the boss." And speaking of education, did you know that at least half of our chaps are pretty well educated? Don't know in what—but they sure can argue!

Bouquet for the boys . . .

Who did a fast, wonderful job for that grand Christmas Store front? 'Twas a cold, hard job but we think well worth the result—nice to have a good word about it! What do you think, Eatonians? Nice to get back to normal in the shop, anyway.

Bob McMinn back from grand Ould Oireland. A trip well worth while, says he, and must mean it, because he overstayed.

This is about all for that wonderful year of 1955, and from myself and all the boys to all our carpenters present and past, and our readers, "Compliments of the Season."

Ye Editor was glad to receive from Mr. Tom Giles a copy of the Belfast "Weekly Telegraph." This contained an interesting item and picture headed "Returned Emigrant Gets His Card" and shows Mr. T. McMillen, secretary of the Argyle Temperance Flute Band, presenting to Mr. R. McMinn a card to install him vice-president of the band. Mr. R. McMinn, stated the paper, was on a return visit to Belfast after 31 years in Canada. The presentation took place at a tea in Mr. McMinn's honour in the Bandroom, Lawnbrook, Belfast. Congratulations!

* * *

LIGHT, HEAT AND POWER

By J. G. Anderson

'Twas the night before Christmas and all through the shop

The boys were congenial, none blowing his top;

They were chatting along in harmonious bliss, O the rest of the year was never like this.

The tools were all cleaned and polished with care,

In the hope that A. Bowman soon would be there,

To make an inspection and render his praise, And top it all off with a nice little raise.

Fred Perry, he wore a broad smile on his face, As he puttered about putting fittings in place,

While others were sweeping away at the floor, Gazing up at the clock—getting close to the door.

John McCart was strutting about in the shop, With a broomstick in hand and a tartan on top;

"You may think I am just an innocent fool, But in Scotland this is how we celebrate Yule."

Ralph Neuberg, a golfer, was holding some pipe,

All balanced and poised and ready to swipe, When P. Moore, the foreman, came into the shop,

The boys tittered loud as they heard the pipe drop.

John Erlindson tossed a ball up in the air, And ne'er heeded a word nor offered a care, Said he, "Long as I need to, I'm keeping it up, For how else could I win that phantom Grey Cup?"

So when five o'clock came and the bell it did ring,

They all joined their hands and started to sing,

Then slowly they parted and turned out the light,

Saying, "Merry Christmas to all and a Happy Good Night."

ELEVATOR UPS AND DOWNS

By Aldous Brow

Congratulations to Mr. J. O. Sutherland who, on November 9, celebrated his 35 years with the Company.

It was a very happy day in the department November 19, when Thelma Wicklund of our M.O. Operators, came in wearing a beautiful diamond. The lucky fellow is Bob Erickson of our night staff. Our very best wishes to them.

Nice to see Mabel Playter, Bill Shingleton and Alex Stuart back with us for the Christmas season, and may we welcome Mr. W. Fehr, a new member to our department.

Frank Donald, Bill Kindret and Jack Ramsay are back with us too after spending some time in hospital. Nice to have you back, boys.

IN THE MAIL BAG

M.O. BASEMENT

M.O. China

Congratulations to Glyn Morris on the birth of his second daughter, Judith Alison.

Our deepest sympathy goes to Harvey McCalmont in the loss of his mother.

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SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

On November 12, Johnny Dyck left us to reside in California. He was presented with a five-piece silver tea service from the department. We all wish you lots of luck, Johnny.

Evelyn Wiebe of the Express shipping office received a lovely diamond this month.

Congratulations and best wishes were extended to Mr. Leonard Ringrose on his 40th anniversary with the Company (November 13, but celebrated on November 12.)

Business Machine Maintenance

Congratulations to Frank Heath on completing thirty years with the Company on Friday, December 2nd. His colleagues in Machine Maintenance, Multi-typing, Supply Room and Office gathered to do him honour, and on their behalf Mr. J. Hutchinson presented Frank with a car radio and aerial.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

Congratulations to Irene DeVos who recently became engaged to Joe Ryczkowski.

* * *

FIFTH FLOOR

Accessories and Millinery—By Muriel Fraser

We must apologize for being a month late with the announcement of the engagement of Coralie Evans of Department 3's trimming section. Her wedding took place in St. Mary's Church on Saturday, November 19. The lucky bridegroom is Hugo Dittman of Stewart Electric Company.

Before leaving the department Coralie was presented with a wedding gift of blankets and a shower gift of linens. Our congratulations, Coralie and Hugo, and our very best wishes for a prosperous and happy future!

* * *

SIXTH FLOOR

M.O. Men's Clothing—By F. Paget

Cupid has scored again! This time it's Doreen Schmidt with a lovely diamond. Congratulations!

M.O. Household Linens

By F. Rogers and J. Burns

Carman Conn of our department returned to work on November 28 and was welcomed back by his many friends in the Mail Order. It is certainly good to see you back with the gang, Carman.

Department 36 had a personal representative at the Grey Cup game in the person of Bill Hogg. His enthusiastic cheering undoubtedly helped put the Eskimos over the top in their great victory.

Our annual Christmas party is to be held on December 22, and we hear our committee—Eva Gates, Evelyn McAndrew and Alex Topp—are busy making plans for a night to remember. Santa Claus has already been approached and has promised to make an early appearance at the party!

* * *

SEVENTH FLOOR

M.O. Budget Plan—By Janet Britain

Sorry to say good-bye to Ralph Sword who left us to go to Edmonton Store on Friday, November 18. Mr. Sword has been with us now for nearly 15 years and there will be a lot of old friends who are going to miss him. Mr. Ottley and Mr. Matthews shared the honours of a little speech and presented Mr. Sword with a beautiful twilight lamp. He also received several other gifts from his many friends. Good-bye, Mr. Sword, hope the lamp will fit into your new igloo.

Another loss this month was Don Budge who went to take over the Kenora Budget Plan office. He was presented with a white shirt and mother-of-pearl cuff-links. Come back and see us at times, Don.

Sorry to report that Margaret Walchuk is in hospital right now. Hope to see you well and back with us soon, Margaret.

All our wishes for a very happy life together are given to Marilyn Emal who exchanged vows with Steve Redmond on November 9.

Our sincere sympathy is extended to Charlie Gordon in the loss of his mother.

* * *

Coats and Suits—By D. Wright

We are very pleased to report that Mr. Jack Kellas, department manager, is making a speedy recovery from his operation. As we write we are looking forward to seeing him back at work before long.

* * *

EIGHTH FLOOR

M.O. Correspondence—By S. Filteau

Congratulations, Marjorie Smith, of our department, on winning the \$100 prize for the Tribune Jumble (word puzzle) contest recently, as announced in the Winnipeg "Tribune," Friday, November 11. "A real shock; I've never before won anything in my life," the paper reported Marj as saying; "makes Christmas shopping a cinch."



Editor's Note: In the same Jumble winners' list we noticed the name of Miss M. N. Duthie of Home Street, who was a \$50 prize winner. Glad to learn that this was indeed Miss Norrie Duthie who was at that time directing our Eaton Guild players in the three one-act plays recently produced. Congratulations again to both these winners!

Eaton's Float Led Vancouver Parade

Bearing Barbara Beddome of Edmonton, Miss Grey Cup of 1955, and leading off the biggest Grey Cup Parade in history, was Eaton's of Canada float. Flanking Miss Grey Cup are Vancouver's famous 6-ft. 10-in. twins, the Leavy brothers. Leo and Jack Leavy were dressed in football uniforms representing the Montreal Alouettes and the Edmonton Eskimos, Canada's Grey Cup finalists.



Miss Beddome was selected as Grey Cup Queen the evening before and was presented with a car just before kick-off time at Empire Stadium.

The parade route passed Eaton's Store in Vancouver and this photograph was taken from the Hastings Street marquee.

MAIL ORDER DEPARTMENT NEWS

M.O. Exchanges—By M. Davies

Our best wishes to Wilma Todd who received a lovely diamond on November 25 from Les Scott.

M.O. Adjustments—By J. Baynes

We were happy to welcome two new members to the department, Albert Bialek and Len Ferguson.

All our best wishes go with Bill Gray who left our department November 8 to work in another department. On leaving, Bill was presented with a pen and pencil set, the gift of the department.

Sincere sympathy is extended to Roonie Sigurdson and family on the loss of a beloved father on November 2.

M.O. Copying—By M. Thompson

Margaret Shepherd, our able correspondent, was rushed to hospital for an appendix operation. Hope you will soon be well and back to work again, Marg!

Best wishes to Elizabeth Case and Edythe Newman who both received lovely diamonds.

Hear we have some first-class bowlers — Vivian Legace and Margaret Beer — who rolled 793 and 840 respectively. Congratulations, girls!

Employees' Charitable Fund Shares in Christmas Hamper Distribution

As a Christmas gift from Eaton Employees' Charitable Fund, 200 hampers are being sent to families whose names are provided by the Christmas Cheer Committee which does the work of compiling the complete list. The work of assembling these is directed by our Public Relations Department, and each hamper contains meat, groceries, vegetables, fruits, and assorted goodies; also a gift certificate for a dollar.

And speaking of gifts, may we suggest that if you haven't already done so, you HURRY TO GET A GIFT OR TWO UNDER THAT LEGION CHRISTMAS TREE for hospitalized veterans, men and women. These last few days will be tremendously busy ones for those in charge of this project, so every hour counts. DO IT NOW!

NINTH FLOOR

Men's Furnishings—By D. Dee

Congratulations and best wishes to Mrs. Jessie Miklash who was married October 28 to Mr. B. Kowalson. A gift of linen was made on behalf of the department and Jessie was also the recipient of numerous other gifts. We all join in wishing Jessie and Ben every happiness.

* * *

PRINTING PLANT

By M. Torrance

Congratulations and best wishes to Mr. Thom, a retired member of our department, on his 87th birthday December 18.

Once again the shops and streets are aglow with lights, the air is filled with carols proclaiming the birth of a King.

There is happiness and anticipation on the faces of the children as they watch for that long-awaited visit from St. Nicholas, and charity in the hearts of men with a wish of peace and good will for all.

We, too, extend the Season's Greetings.

Editor's Note: Thanks for this nicely expressed sentiment and wish; and we pass it on to all our readers for ourself, too!

Special T.V. for the Children in Hospital

Again the Company provided television sets so that children in General, Grace, Misericordia, St. Boniface and Victoria Hospitals could see the Santa Claus parade as it was shown over CBWT. Several groups of children who were able to go out were taken in person to the parade and then treated to refreshments at their centres by the Company.

JANUARY ISSUE: Contacts will print again in mid-January and give news of the Christmas parties, the Guild plays and other items just too late for this edition.

Eaton's Hockey League First Season on Olympic Artificial Ice

Yes, just as our curlers have been lucky in getting artificial ice, so have the hockey boys—and lucky, too, that the ice is available for a weekly night at reasonable fees.

Contacts "breezed" out there on the first night of play—November 22—and frankly was a bit surprised on that snowy, windy, cold night to find that the league scored a grand turnout. The lad shown with the Vikings, by the way, is not a featured player—just one of the pucksters who had to rush over from his bowling league to "make" the second game on the ice.

In order, top down: Rockets, Vikings, Red Wings, Gremlins. The two "civilians" are our correspondent, Walter McDonald, and hard-working team manager, Helgi Johnson.

IT'S GOOD HOCKEY . . . GOOD FUN TO WATCH . . . AND YOU GET IN FREE!

For Eaton's league games, no admission charge. So come along, you fans—at least on the milder nights—and see these teams in action—real fast action! With the ice always in condition the league and spectators are assured of a steady run of play which makes for steady improvement in the quality of the play, too. Let's be there sometimes and cheer them on!

**Eaton's League Plays Tuesdays
at 8:15 and 9:45 p.m., Olympic
Rink, Church and Charles, Just
Off Main Street North.**



THE REFEREES

At right, Desire Belanger, Store Men's Furnishings, who with Bob Clarke, Basement 901 Department manager, started with Eaton's league as referee. Tim Tyler, left, was active for seven or eight years with the Gremlins before taking over the whistle.



FLASH! Standings to Tuesday, December 6, Inclusive
By Walter McDonald

	Won	Lost	Tie	Points
Vikings	3	0	0	6
Red Wings	2	1	0	4
Gremlins	0	2	1	1
Rockets	0	2	1	1

"They Say the Nicest Things"

about Eaton Service and the good work of Eatonians. Here are some expressions of appreciation by our customers, and we gladly publish this evidence of efficiency, courtesy and the follow-through that counts, with compliments to the Eatonians mentioned.

"Last Saturday my wife and I bought a new hot water heater from **Mr. St. Pierre**, Plumbing Department. After delivery I wondered if I had enough fittings to do the job correctly. It is difficult for me to get downtown; I phoned Mr. St. Pierre . . . he offered to come over Tuesday evening and check, and on Wednesday he brought the extra fittings needed. This assistance was much appreciated as the work was able to be done on Wednesday and otherwise would have had to wait a week. His action did much to further the good reputation of Eaton's for service and satisfaction."

To **Mr. G. Acheson**, Optical Department: "Please accept sincere thanks for the thorough optical examination and excellent service in having my glasses returned so promptly to Medicine Hat. It has always been a distinct pleasure to do business with Eaton's."

And from a B.C. Mail Order customer we publish this picture of four sturdy Canadian laddies, with the customer's comment: "These are the reasons why we have to buy on the Budget Plan. . . ."



Well, we could think of no better reasons, Mrs. Walton, and trust these young customers of our Company will grow up to appreciate our good service as you do — and may we continue to give it!

"Clerk No. 703 (**Mrs. Rose Collins**, Women's Footwear) waited on me and I would like to say I think she is a wonderful saleslady . . . most courteous and helpful. . . ."

Attention, **Mr. R. G. McKenzie**, Washing Machines, etc., Service: "I returned

the two drain trays and the new ones arrived in good condition. . . . It does pay to shop at Eaton's where satisfaction is guaranteed."

"The Manager, Delivery Department: The service we have received from your driver has been more than the usual courteous service and deserving of a letter of praise. He is always cheerful and friendly even under the most trying conditions and always most careful of the children. Would add that I have never heard a complaint about your department or your drivers." (**Driver George Caie**.)

From Chicago a customer writes: "Recently I visited Winnipeg and shopped in Eaton's. . . . I appreciated the many courtesies extended to me in your store. Two of your salesladies in the Coats and Suits, **Miss Armstrong** and **Miss Isen**, I wish to commend most highly for their help and co-operation. Among other things, your store packaged and delivered to the station groceries in plenty of time for the train — also, my travelling case having been left in your checkroom, with purchases, and the store closed, your man at the door not only got them for me but hailed me a cab and helped me with my packages. I did appreciate that service . . . shall certainly shop at your store when there again."

From an out-of-town customer to our Lingerie Department: "Just a note to thank **Mrs. Schultz** for getting me the set in the colour and fit I wanted. I was so delighted to get them. . . . It is so good to find a sales clerk so interested and courteous . . . excellent public relations."

" . . . I contacted your Toy Department, advised them of the situation, and they very courteously arranged to pick up the tricycle for repairs. It was returned the other day, repairs made on a No-Charge basis. I certainly appreciate this most generous gesture."

To the Selkirk "Enterprise" reporter who wrote of the golden wedding of Mr. and Mrs. G. L. McQueen of Selkirk, we are indebted for the following information: "The wedding dress of this bride of 50 years ago (November 20, 1905) was made by your firm. Also, at the celebration, an unusual feature was a piece of their wedding cake. The lace-trimmed icing slightly darkened with age, was intact. This cake was also the product of Eaton's."



RECEIVE DIPLOMAS FOR PROFICIENCY IN COURSE

Two Eaton staff members gained awards from the Footwear Institute of Canada. They passed the 12-lesson series with average 80% or over, and then were successful in the final exams. Mr. Ken Smith, department manager of Staff Training presents the Institute awards (diploma, pocket card and bronze lapel button) to Michael Cox, Children's Footwear, while Michael Holland, of Women's Footwear, is next in line for his. Styling, knowledge of leathers and shoe fabrics, foot-anatomy and other studies make this a course that is useful to all footwear sales-people.

*Santa
Claus
Came Early
to These
Lucky
People.
What a
Gift!*



When Mrs. Marg Prokopenko, of Eaton's Parcelling staff, and her husband, Mr. Paul Prokopenko, bought a ticket to help out the St. Boniface Optimist Club's project for a boys' clubhouse, they were moved like others to help out a good cause—with a slight chance of good fortune. For them, out of all the thousands of helpers, Fortune smiled indeed, for they won the Buick car we see them standing beside here—and \$500 "to boot" for a holiday tour in it. Ticket-seller also won \$500! 'Twas a snowy morning when our camera caught them with their prize, but you never saw sunnier smiles than theirs! Congratulations and happy riding!

EATON'S PLAYS HOST TO VISITING "LIONS"

'Twas the eve of the memorable second play-off game between Regina Roughriders and Winnipeg Blue Bombers, and the handsomely outfitted band we see here is that of the Junior Lions Club of Regina, in Winnipeg as guests of the Winnipeg Lions Club.



Eaton's entertained the group to supper that evening, when, with their leaders (shown at head table) over 60 were present. This talented band and their majorettes, in blue uniforms with rich gold-coloured cordings and lanyards, gilt buttons and resplendent golden-plumed hats, gave a great performance on the field. They cheered their team to a victory in the game, and made many points in good will themselves!

CONTACTS



REGULAR DATE OF ISSUE—
15th OF EACH MONTH

RECENT APPOINTMENTS

Winnipeg

MR. H. R. SCREATON, assistant Store superintendent.

MR. J. D. LAING, merchandise manager, responsible for All Foods and Candy, corresponding Factory Departments and Western Stores' sections.

MR. W. G. THOMSON, merchandise manager, Basement Store and Annex Departments: W901, W926, W928, W933, W937, W941, W967, W970, W971, W972, W974 and corresponding 928 Department in Western Stores.

MR. G. N. HARGREAVES, in addition to his present duties, merchandise manager of Men's Wear Group, W228, W428, W229, W230, W237 and W1037.

MR. J. W. MOSS, manager, Departments W270, W271 and W570.

Department W356—Electric and Gas Ranges: MR. R. M. SPICER, department manager. (This is in addition to his present duties in Departments W259, W1059.)

Calgary, Alberta

Department C244 — Women's and Misses' Coats, Suits, Dresses, Millinery, Blouses, Skirts, Sweaters, Sports Wear, Furs and Western Fur Promotion: MISS C. BERKE, assistant.

Department C260—Radios, Television, Pianos, Musical Instruments, Phonographs, Records, Sheet Music, Electric Vacuums, Polishers, Carpet Sweepers, Electrical Accessories, Fixtures and Appliances, Electric Grates and Mantels, Rangettes, Electric Humidifiers, Lighting Fixtures: MR. J. A. IRVING, assistant.

Department C201—Gloves, Hosiery, Umbrellas, Blousettes, Handkerchiefs, Ribbons, Neck Wear, Belts: MR. E. R. WEIGUM, assistant.

Regina, Saskatchewan

General Office, Head Cashier, Sales Audit, Time Office, Cashiers, Post Office, Information Bureau, Telephones, Mail Order Office, Wages Office: MR. D. GRAY, assistant.

Budget Plan, Deposit Account, Charge Account, Revolving Credit, Contract Office: MR. P. KOCH, assistant;

MR. G. HILDEBRAND, signature.

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Editor: W. E. (Bill) GRAY

NEWS DEADLINE: END OF PREVIOUS MONTH

Edmonton, Alberta

General Office, Customs and Traffic, Sales Audit, Head Cashiers, Cashiers, Wages Office, Post Office, Mail Order Order Office, Personal Shopper:

MR. E. E. DUTTON, manager;

MR. E. A. COFFIN, department manager.

Budget Plan, Deposit Account, Charge Account, Revolving Credit:

MR. E. E. DUTTON, manager;

MR. W. R. SWORD, department manager;

MR. A. J. HANKS, assistant.

Wages Office:

MISS R. M. BUSSELLE, assistant.

Wetaskiwin, Alberta, Order Office

Address: 5009A 50th Avenue.

MISS B. HOWARTH, in charge (pro tem).

Red Lake, Ontario, Order Office

MISS L. A. STANLEY, in charge.

Yorkton, Sask., Heavy Goods Depot

MR. C. G. YANKE, in charge.

The Season's Greetings

To the Editors of All Our Sister Publications

MARI-NEWS	Maritimes
ENTRE-NOUS	Montreal
FLASH	Toronto
GOSSIPER	Ontario Branch Stores
PRAIRIE BREEZES	Saskatchewan
CHINOOK WINDS	Calgary
EDMONTONIAN	Edmonton
COASTAL CURRENTS	British Columbia

To our many Store, Mail Order, Factory and Warehouse correspondents; to the photographers, studios, engravers, printers and all who so pleasantly co-operate in production, and to the staff who distribute the "mag."—Editor.

OUR BACK COVER

shows a few scenes around the Store which call for special comment. At the top, a view of the splendid new setting for the books and magazines—a "new look" that is as effective as it is smart! The display of books of all kinds both in the new convex fixtures and in the background walls makes them easy of access and allows for active traffic flow.

The Donald St. wall with its vastly improved showing of magazines and pocket books not only makes this section more attractive and modern, but brings people through the department coming and going.

The lighting is also most efficiently contrived. Congratulations to all who combined to produce this.

Next, the Camera Counter and Photographic Supplies calls for compliments. Here also not only visual smartness has been achieved, but the area now offers better accommodation and service to the shopper—which, after all, is the most necessary objective!

Our other scenes show Santa Claus and his attractive aides receiving in that lovely Seventh Floor setting; and a couple of the very pretty activated displays in Eaton's always noteworthy Hargrave-Portage corner window.

In Memoriam

"Gone to that Home of Love and Light, Beyond the Portals of the Night . . ."



SAMUEL CLIFFORD LEWIS

Veteran of the second World War when he served with the Royal Canadian Engineers, and a member of the Eaton Garage staff as chauffeur for the past several years, Mr. Lewis passed away at the age of 52 on November 15. To his widow, Lillian, his daughter and family, and two surviving brothers, goes the sympathy of his many Eatonian friends.

GEORGE OTLEY

Retired for nearly two years from the Caretaking Department where he worked 36 years on the night shift—his own preference—for all but a few months. Mr. Otley passed away at the west coast on November 11. He is survived by his widow and two daughters, a brother, Thomas, in M.O. Packing here; a sister, Louisa, in England, and sisters Faith and Mary in South Africa. To them, our sympathy in their loss.

WILLIAM SMITH

Also at the west coast, after having retired from the Store some years ago, Mr. Smith passed away November 24. For many years' service he was with the China Department and for the last years before retirement, with Store Men's Furnishings. Mr. Smith visited Winnipeg last summer and met many old friends again.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Mother

Miss S. Neault	M.O. Packing
Mr. H. Goerzen	Watch Repairs
Mr. D. Roberts	Men's Clothing
Mrs. L. St. Jean	Fancy Goods
Mr. C. Bailey	Garage
Miss Edna Evans	Paints
Mr. H. McCalmon	M.O. China
Mr. Jerry Roy	M.O. Packing
Mr. T. Chester	M.O. Toys
Mr. L. Jackson	Night Caretaking

In the Loss of a Father

Mrs. R. Cummings	Wages Office
Mrs. P. Nisbet	Millinery
Mr. J. Sigurdson	M.O. Salesroom
Miss G. Sigurdson	M.O. Postal, etc.
Mrs. Molly Smith	M.O. Notions
Mrs. J. Garwood	Annex Furniture
Mr. R. Cooper	City Advertising
Miss T. Thomas	Lingerie, etc.
Miss M. Thomas	M.O. Draperies
Miss B. Wood	Wages Office
Mrs. E. Parker	M.O. Toys

In the Loss of a Sister

Mr. F. Hamilton	Garage
Mrs. R. McLeod	Cash Office
Mrs. G. Hall	City Inspectors

In the Loss of a Brother

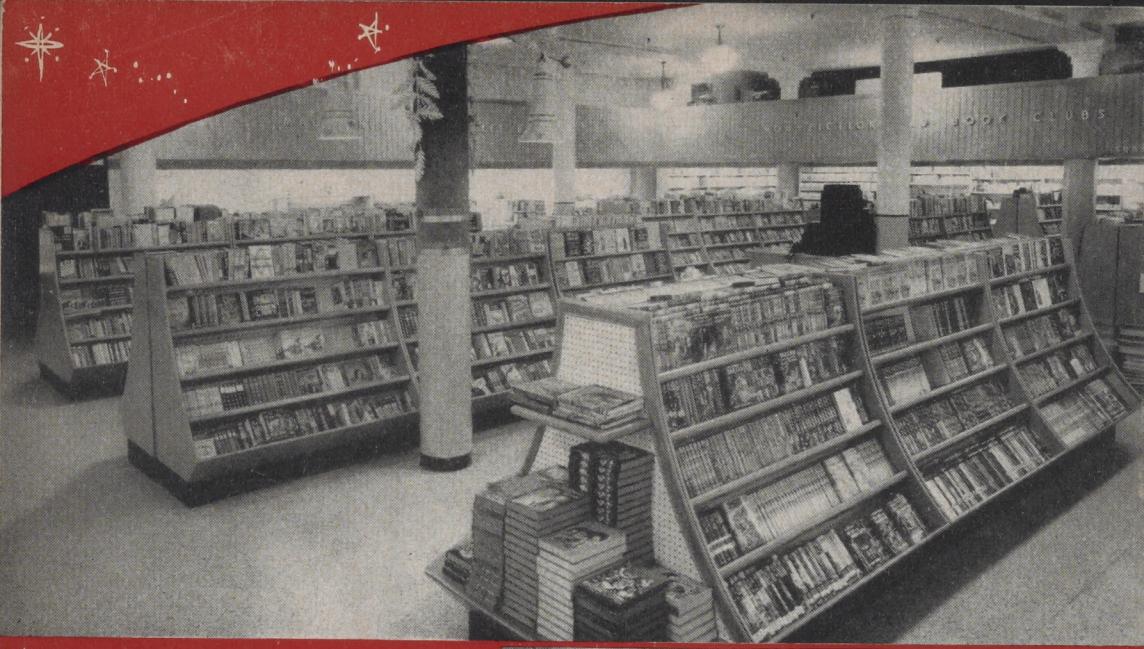
Mr. M. McIvor	M.O. Music
Mr. T. Otley	M.O. Packing
Miss A. F. Patterson	Wages Office
Miss G. Sigurdson	Piece Goods
Mrs. I. Smith	General Office
Mr. George Lovell	General Office
Mrs. A. Tracey	Cash Office
Mrs. I. Eyford	Paints

In the Loss of His Wife

Mr. C. Hyde	Engineers
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In the Loss of an Infant

Mr. E. Jansen	Toys
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This Christmas Season brought some very smart "New Looks" to our main floor—see back of this page for fuller comment on these.

Below: A couple of the lovely activated displays in Eaton's corner window; and Santa Claus' reception.

Also, we pay tribute to the beautiful setting and gift choice in the Gift Court, and to that magnificent Store-front decoration. Congratulations, everybody concerned!

